**Amendments to the Specification are as follows:**

Please amend the paragraph beginning on page 3, line 20 and ending on page 4, line 1 as follows:

Therefore, when the display surface of the cellular phone having the traditional reflective liquid crystal display device provided in the display part is seen, the observer's viewpoint generally gathers in the directions close to the normal direction H as described above. Thus, the display is dark, and the observer has to see the display from the direction of direct reflection and the neighborhood directions when trying to see bright display, which is hard to see because the observer looks up the display surface from below.

Please amend the paragraph on page 21, lines 9-20 as follows:

As apparent from Fig. 5, in the specular reflection of Comparative example 2, the peak of the reflectance is at an acceptance angle of 30° of the direct reflection angle. When the acceptance angle is smaller than an angle of 20°, the reflectance is reduced significantly. Therefore, it is considered that the display seen from the direction of direct reflection is seen bright, whereas the display seen from the other directions is seen dark. Comparative example 2 shows the reflectance of Comparative example 1 higher than that of Comparative example ~~1~~2 in the acceptance angles from 0 to 30 degrees, because the peak of the reflectance ranges below an angle of 30 degrees of the direct reflection angle in the reflector of Comparative example 1.

Please amend the paragraph on page 28, lines 2-12 as follows:

According to the reflector provided in the reflective liquid crystal display device of the embodiment, the curvature radii of the first and second curves (the tilt angle distribution of the peripheral curved surface 264~~b~~a), the position of the plane 264b, the tilt angle $\theta_7$ of the first straight line F, and the pitch and the depth of d the plurality of the concave parts 263 are changed. Thus, when observed from the direction close to the normal direction to the reflector, the reflector is easily controlled to have viewing angle properties so as to be seen brighter than seen from the other viewing angles.

Please amend the paragraph on page 28, lines 17-27 as follows:

Furthermore, in the first and second embodiments, the reflector 147 is formed separately from the transparent electrode layer 15. However, when the transparent electrode layer 15 itself is formed of the reflector 147 and the transparent electrode layer 15 is formed at the position of the reflector 147, a transparent electrode layer can also serve as the reflector and the layer configuration of the reflective liquid crystal display device is simplified. Moreover, a case is described in which a single retardation plate is disposed between the second substrate 20 and the polarizing plate 28, but multiple retardation plates can be disposed.

Please amend the paragraph beginning on page 29, line 20 and ending on page 30, line 7 as follows:

Moreover, in the embodiments, the case is described in which the invention is adapted to the reflective liquid crystal display device, but it can also be adapted to the semi-transparent reflective liquid crystal display device. In this case, the thickness of the base material 61 of the reflector 147 is set in the range of 8 to 20 nm (80 to 200 angstroms). Alternatively, when the reflector is formed of the base material and the metal film formed with a plurality of concave parts on the surface, it is fine that the thickness of the metal film is set in the range of 80 to 200 nm (800 to 2000 angstroms), fine openings are formed in the metal film, and a backlight as a light source for transmissive display is disposed on the outer surface side of the first substrate 10. In this case, it is fine to dispose a second polarizing plate between the backlight and the liquid crystal ~~panel~~cell 35b.